

CORONAVIRUS: RETAIL'S RECKONING

BEST PRACTICES IN THE FASHION INDUSTRY

CASEY PORTLAND

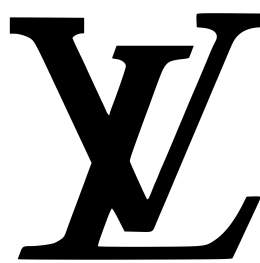
SOCIAL MEDIA MARKETING STRATEGY

HISTORIC DESIGNER BRANDS

THE QUINTESSENCE OF LUXURY:

FOUNDED BY A SINGLE, ENLIGHTENED ENTREPRENEUR DEDICATED TO SELLING EXCLUSIVE, FINELY CRAFTED PRODUCTS. OWNED BY BIG DE-SPECIALIZED GROUPS THAT DIVERSIFY USING THE BUY MODEL.

1854



LOUIS VUITTON founded his namesake luggage brand in Paris, France.

1921

Guccio GUCCI started his leather goods firm based in Florence, Italy.

1961

SAINT LAURENT

starts his own womenswear brand based in Paris, France.

1987

Luxury goods conglomerate

LVMH is formed by the merger of LOUIS VUITTON

and MOËT & CHANDON

CHAMPAGNE



1999



acquired both GUCCI and **SAINT LAURENT**

MARKETING MIX OVERVIEW

PRODUCT

The most discriminating aspect of these luxury products are their relation to the customer's dream. They can be regarded as sacred, a bridge between material and spiritual world. By spending money on these goods, people look for a lift to access spiritual, cultural, and social enrichment. These quality products are made from the finest raw materials and produced in-house by artisans. Styles are characterized by the work of brand founder and creativity of the current artistic director. Lastly, the majority of turnover comes from the leather goods sector.

PRICE

To the consumer, the price is irrelevant due to their high spending power. From the corporate point of view, the price point validates the product as absolute or aspirational luxury. The tangible elements of this pricing stem from the quality raw materials and artisanal production techniques. The abstract elements of price stem from the heritage and legendary founding couturier, the magical world of the brand, and a sense of gratification by belonging to this elite group. Overall, the price range is wide, stemming from inaccessible eveningwear to affordable perfumes and sunglasses.

PLACE

Distribution is global, exclusive, and consistent with rare items, high prices, and heritage. Every point of contact is a multi-sensory and multi-dimensional experience. Famous architects design the few mono-brand, directly-owned flagship stores located in the top exclusive districts of the world's most fashion-oriented capitals.

PROMOTION

Firms utilize a lifestyle segmentation strategy to promote a wide range of products to an elitist target consumer that is ready to pay exorbitant prices to buy quality products with symbolic value. Content focus is on storytelling to create a brand universe based in historical, cultural, and geographic roots. Brand identity is strong and distinctive around iconic and emotional products, a legendary founding figure, craftsmanship, and innovation.

COVID-19 INDUSTRY IMPACT

ACCORDING TO THE BUSINESS OF FASHION AND MCKINSEY'S STATE OF FASHION CORONAVIRUS EDITION:

IN 2020...

THE GLOBAL FASHION INDUSTRY WILL CONTRACT

27-30% IN REVENUE YEAR ON YEAR.

80%

**OF EUROPEAN AND NORTH AMERICAN FASHION BUSINESSES
WILL BE IN FINANCIAL DISTRESS DUE TO THE LOCKDOWN AND
REDUCED INVESTOR CONFIDENCE.**

THE LUXURY SECTOR WILL EXPERIENCE A

35-39% REDUCTION IN REVENUE.

PLAYER Q1 RESULTS:

LVMH

REPORTED A 15 PERCENT DROP IN ITS FIRST-QUARTER REVENUE YEAR ON YEAR, TO \$11.5 BILLION AS THE CORONAVIRUS FROZE BUSINESS IN CHINA.



K E R I N G

SAW GROUP-WIDE DECLINE OF 15.4 PERCENT DUE TO STORE CLOSURES AND REDUCED CONSUMER SPENDING.

SAINT LAURENT

SALES FELL 13 PERCENT YOY.



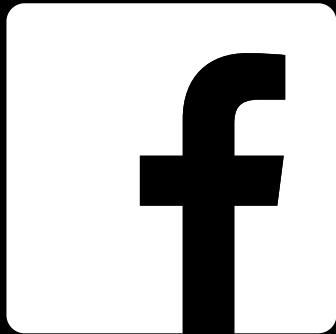
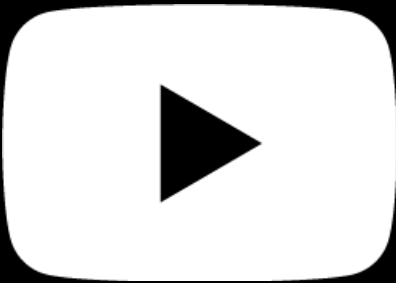

GUCCI

KERING'S FLAGSHIP BRAND SAW REVENUE PLUNGE 22 PERCENT WORLDWIDE

**GLOBAL SALES OF LUXURY GOODS ARE PREDICTED TO FALL AS MUCH AS
IN THE SECOND QUARTER DUE TO THE CORONAVIRUS PANDEMIC.**

80%

SOCIAL MEDIA PRESENCE

	 LOUIS VUITTON	 SAINT LAURENT	 GUCCI
	38.2M FOLLOWERS	7.9M FOLLOWERS	40.4M FOLLOWERS
	3,100,468 FOLLOWERS	23,497,736 FOLLOWERS	19,125,009 FOLLOWERS
	426K SUBSCRIBERS	97.8K SUBSCRIBERS	537K SUBSCRIBERS
	7.5M FOLLOWERS	4.1M FOLLOWERS	5.8M FOLLOWERS
		21.7K FOLLOWERS	353.4K FOLLOWERS
	1,225,995 FOLLOWERS	304,862 FOLLOWERS	963,357 FOLLOWERS
	206.8K FOLLOWERS	35.8K FOLLOWERS	376.1K FOLLOWERS

LOUIS VUITTON

PRE-COVID-19

THE BELOW PHOTOS AND CAPTIONS ARE POSTED ACROSS TWITTER AND INSTAGRAM SIMULTANEOUSLY.

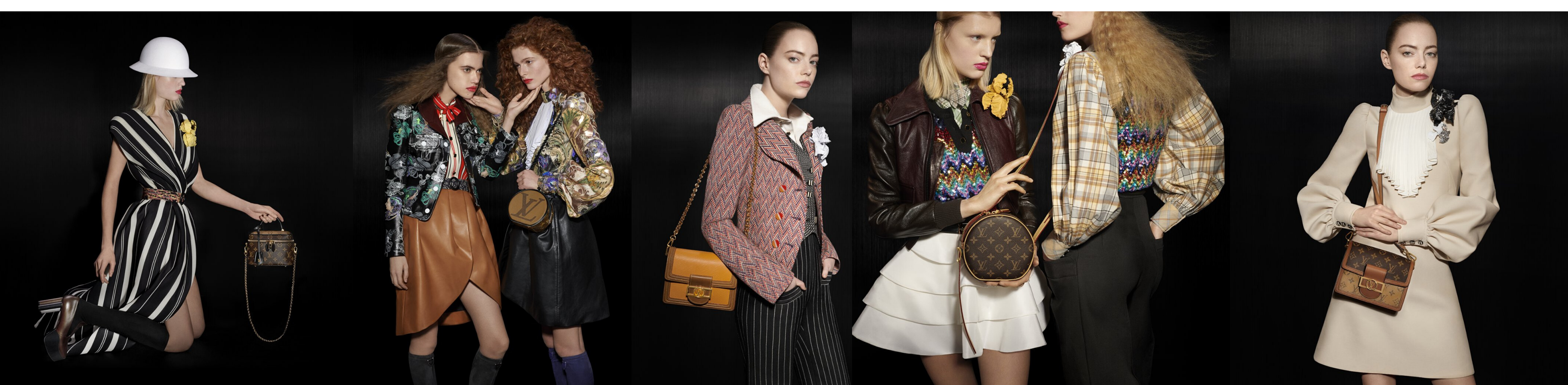
FEBRUARY



Louis Vuitton promotes the #LVParfums collection as the perfect Valentines Day gift in a campaign with Emma Stone shot on the island of Capri.



Virgil Abloh unveils the new classics bag collection for Men's Spring Summer 2020 celebrating global youth against the backdrop of Morocco. The campaign video was also published on LinkedIn.



Women's Spring Summer 2020 imagery showcase bold and fearless silhouettes. The photos were released on social media to promote the product just before it arrives in stores.

LOUIS VUITTON

PRE-COVID-19

The label highlights custom Louis Vuitton gowns worn by celebrities Lea Seydoux, Florence Pugh, Laura Harrier, and more to the 2020 Oscars and the Vanity Fair afterparty.



Louis Vuitton invites their audience to join for "A Mile in Leandra Medine Cohen's Shoes." The influencer stars in the latest shoe campaign and corresponding YouTube video.



Louis Vuitton features the 2020 semi-finalists for the LVMH prize on their Facebook, LinkedIn, and Twitter.

Ultimately, the competition was later cancelled due to COVID-19 and the financial award was distributed equally among finalists.

LOUIS VUITTON

PRE-COVID-19

MARCH

Louis Vuitton posted anachronic teasers on LinkedIn, Facebook, Twitter and YouTube to promote the Women's Fall Winter 2020 presentation and encourage viewers to watch live on Twitter or the brand website.



The full women's runway show was posted on LinkedIn, Twitter, and YouTube. The brand also posted images of celebrity guests wearing LV alongside short clips, runway photos, and close up product shots.



Model and influencer, Kaia Gerber, is the face of Louis Vuitton's latest bag campaign on Facebook, Instagram, and Twitter.



LOUIS VUITTON

& COVID-19

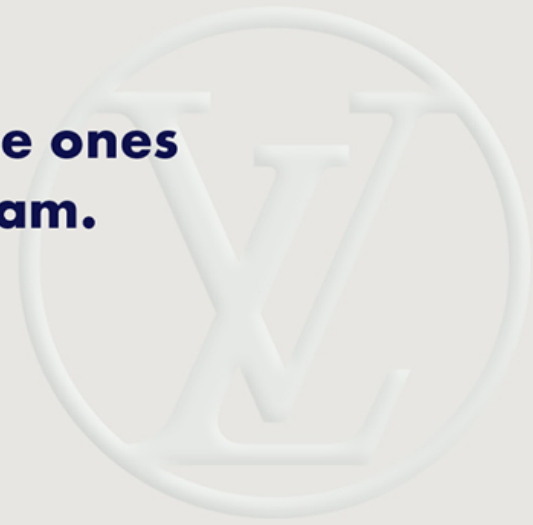
At Louis Vuitton, we have always believed in the inspiration that comes from traveling the world.

Given the current challenge that every community on our shared planet is facing, we know that the road ahead can seem uncertain and such optimistic journeys far from the mind.

Right now, the most important thing is each other. We want to take this opportunity to wish you health, safety, and hope to get through this time together.

We believe in the journey, even the ones that for now take flight in our dream.

**Sincerely,
the family at Louis Vuitton**



LOUIS VUITTON'S FIRST ACKNOWLEDGEMENT OF COVID-19 WAS POSTED ACROSS ALL SOCIAL MEDIA CHANNELS.

THE RETAILER INSTRUCTED ALL 12,000 SALES ASSOCIATES TO CONSIDER THEMSELVES "ONE-PERSON STORES" AND TO ENGAGE WITH CLIENTELE FROM HOME VIA DIGITAL TOOLS.

LOUIS VUITTON HAS SINCE TRAVELED BACK IN TIME TO SHARE PREVIOUS CAMPAIGNS ON FACEBOOK, TWITTER, AND INSTAGRAM, STARTING WITH THE MAJESTIC LANDSCAPES OF JEAN LARIVIÈRE.



DESPITE THE CRISIS, LOUIS VUITTON RAISED PRICES GLOBALLY BY 3 PERCENT IN MARCH AND ANOTHER 5 PERCENT IN APRIL.

LOUIS VUITTON & COVID-19

APRIL



LOUIS VUITTON REPURPOSES CONTENT BY INVITING VIEWERS TO ESCAPE IN THE ARCHIVES OF THE SPIRIT OF TRAVEL CAMPAIGN BY POSTING THE IMAGES ON FACEBOOK, INSTAGRAM, AND TWITTER.

THE PHOTOS FEATURED ABOVE WERE CAPTURED BY STEVE MCCURRY IN INDIA, WHEREAS THOSE ON THE RIGHT WERE TAKEN BY ERIC VALLI. ALL THE PHOTOS REFLECT LOUIS VUITTON'S HISTORIC CONNECTION TO ADVENTURE AND EXPLORATION.



The following series was photographed by Peter Lindbergh in South Africa.



LOUIS VUITTON & COVID-19



LOUIS VUITTON HAS TAKEN TO TWITTER AND INSTAGRAM TO ANNOUNCE THEIR SHIFT IN READY TO WEAR PRODUCTION FROM EVENING GOWNS TO HOSPITAL GOWNS. THE LABEL HAS DONATED OVER 7,000 GOWNS TO SIX HOSPITALS THROUGH THE ASSISTANCE PUBLIQUE-HÔPITAUX DE PARIS TRUST.

LIKEWISE, THE LEATHER GOODS ATELIERS ARE PRODUCING HUNDREDS OF THOUSANDS OF NON-SURGICAL PROTECTIVE MASKS TO DONATE TO HEALTHCARE WORKERS ON THE FRONTLINE. LVMH GROUP HAS PLEDGED TO SUPPLY 40 MILLION MASKS TO FRANCE DURING THE PANDEMIC.

ADDITIONALLY, ALL LVMH OWNED PERFUME AND MAKEUP FACILITIES IN FRANCE HAVE PIVOTED TO PRODUCE HYDROALCOHOLIC GEL, AS THEY HAVE ALL THE NECESSARY COMPONENTS IN STOCK. THE FIRM WAS ABLE TO FULFILL THE FRENCH GOVERNMENTS REQUEST FOR HAND SANITIZER IN JUST 72 HOURS.

LOUIS VUITTON

& COVID-19



MEN'S ARTISTIC DIRECTOR AND INFLUENTIAL DJ, VIRGIL ABLOH, CURATED A SPOTIFY PLAYLIST FOR LOUIS VUITTON WHICH WAS SHARED ON FACEBOOK, LINKEDIN, TWITTER, AND INSTAGRAM.

THIS SELECTION OFFERS INSIGHT INTO THE BRAND'S SONIC SIGNATURE.

THE LABEL POSTED A KITE SERIES TO LINKEDIN, INSTAGRAM, AND TWITTER TO ENCOURAGE SHOPPERS TO DISCOVER THE WORLD OF LOUIS VUITTON ONLINE FROM HOME.



LOUIS VUITTON

& COVID-19



LOUIS VUITTON CONTINUES TO SHARE THEIR SPIRIT OF TRAVEL CAMPAIGN IMAGES, TAPPING INTO OUR LONGING FOR TRAVEL, ONE OF THE BRAND'S CORE ATTRIBUTES, WHICH LOCKDOWN MEASURES HAVE PUT OUT OF REACH.



LOUIS VUITTON & COVID-19

LOUIS VUITTON SHARES A SELECTION OF SPRING SUMMER 2020 EDITORIALS
CAPTURED PRIOR TO LOCKDOWN.



MAY

LOUIS VUITTON REPOSTS ADS FROM ITS "CORE VALUES" CAMPAIGN BY PHOTOGRAPHED BY ANNIE
LEIBOVITZ ON INSTAGRAM, TWITTER, LINKEDIN, AND FACEBOOK.



LOUIS VUITTON

& COVID-19



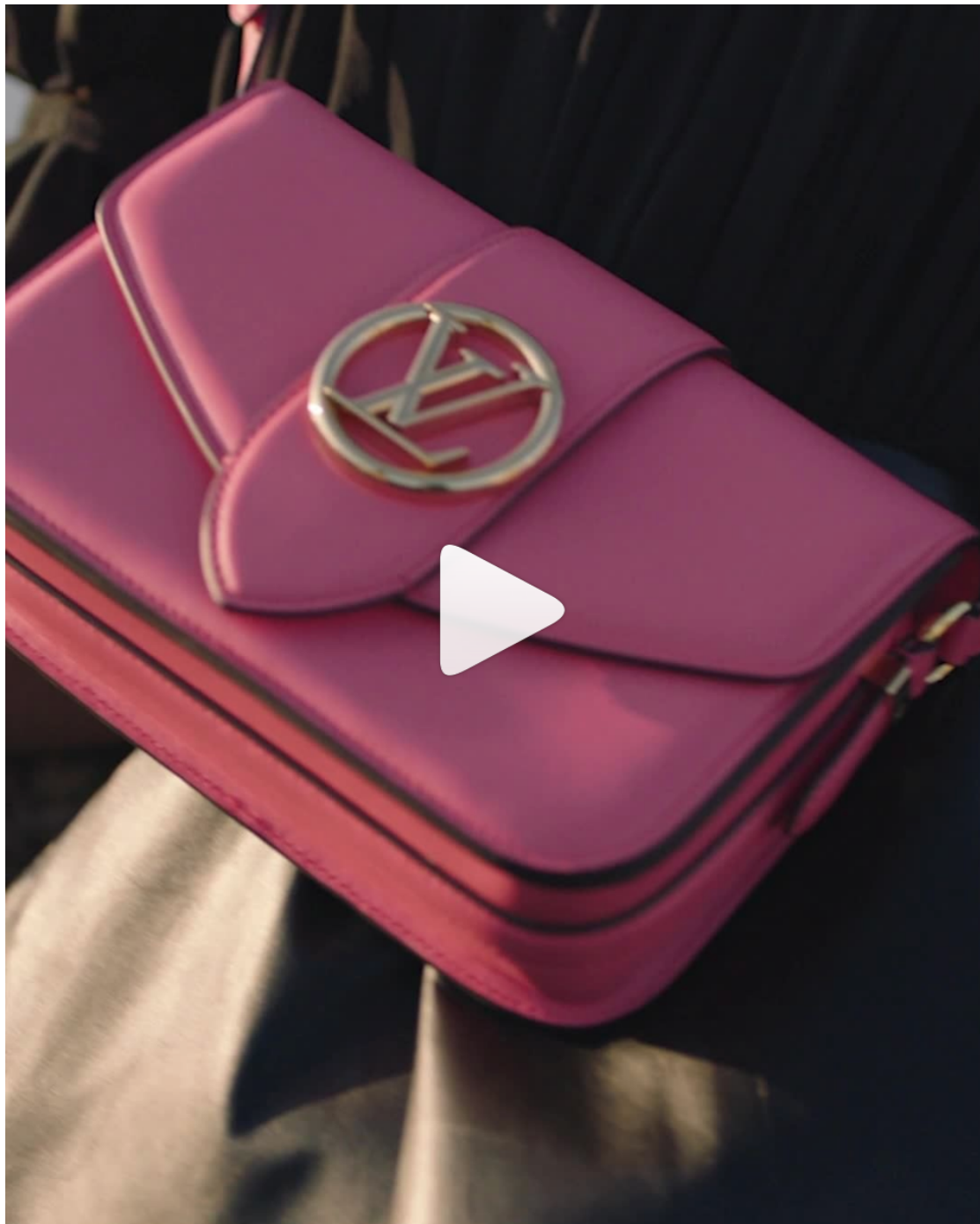
LOUIS VUITTON LAUNCHES CINÉ CLUB, A SERIES IN WHICH LV AMBASSADORS SHARE THEIR MOVIE SELECTIONS FOR FANS TO WATCH WHILE AT HOME.



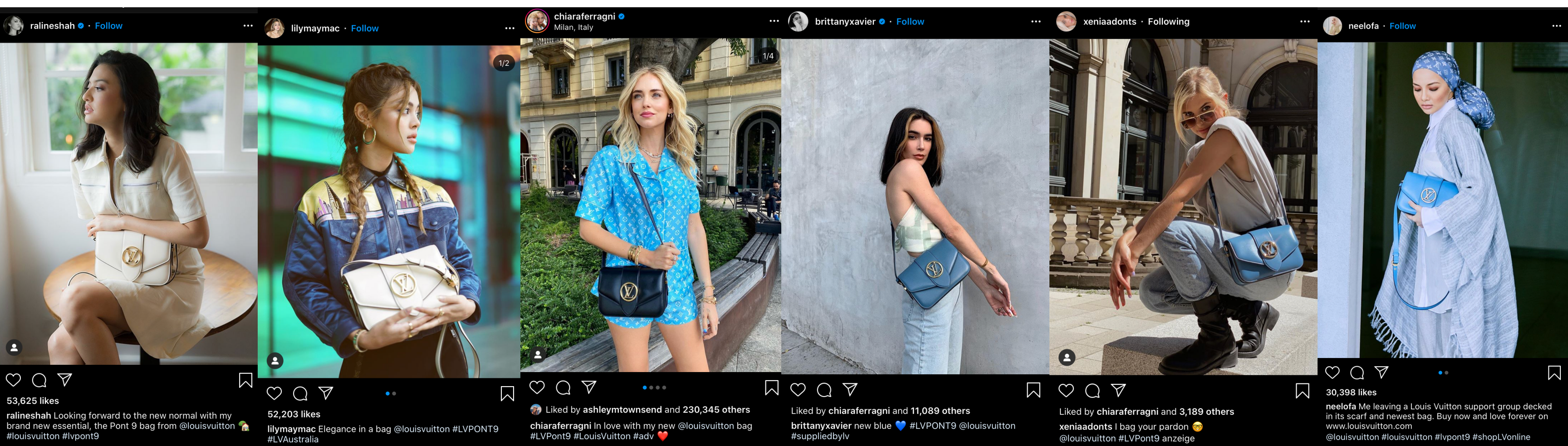
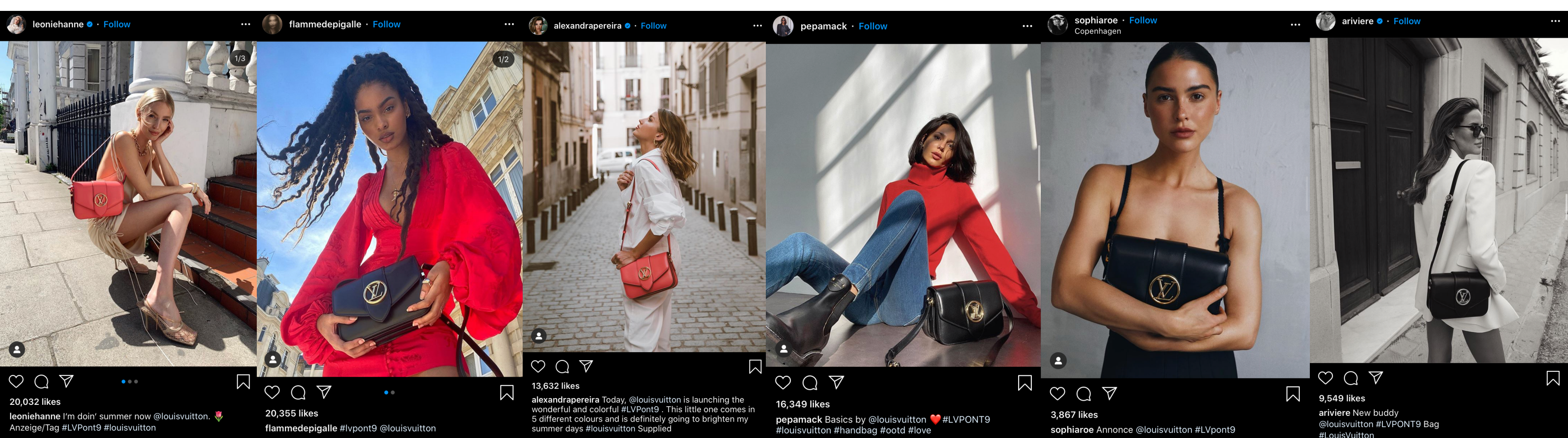
THE LABEL SHARES RAINBOW IMAGERY AND ANIMATIONS ON INSTAGRAM, FACEBOOK, TWITTER, AND LINKEDIN TO CELEBRATE THE RE-OPENING OF SELECT STORES.

CHILDREN AND EMPLOYEES DECORATE THE STORE WINDOWS WITH RAINBOWS WORLDWIDE AS WELCOMING SYMBOLS OF HOPE AND CHEER.

LOUIS VUITTON & COVID-19



LOUIS VUITTON
HAS RETURNED TO
PRODUCT
PROMOTION,
LAUNCHING
IMAGERY OF THE
NEW LV PONT 9
BAG ON SOCIAL
CHANNELS
ALONGSIDE AN
INFLUENCER
CAMPAIGN.



SAINT LAURENT

PRE-COVID-19

THE BELOW PHOTOS AND CAPTIONS ARE POSTED ACROSS TWITTER, FACEBOOK, AND INSTAGRAM SIMULTANEOUSLY.

FEBRUARY

Promotional images of celebrity guests front row at the Fall / Winter 2020 show in Paris are followed by product focused runway, fittings, and lookbook imagery cohesive with the brand's rock and roll aesthetic.



Saint Laurent uses minimalist, all capital captions: "PARIS - FEBRUARY 25 WOMEN WINTER 20 by ANTHONY VACCARELLO"



The catwalk classically displayed the 80's and 90's styles in front of the Eiffel Tower for a full dramatic impact. The runway video was published on YouTube and LinkedIn, and short clips from show were posted on TikTok and Instagram.

MARCH

Sultry black and white editorial highlights from features in Hero Magazine and Vogue Brazil publicize the Spring Summer 2020 collections.



SAINT LAURENT & COVID-19

THE BRAND'S FIRST
ACKNOWLEDGEMENT OF THE
GLOBAL PANDEMIC WAS
PUBLISHED MARCH 18TH AND
SHARED ACROSS TWITTER,
INSTAGRAM, AND FACEBOOK.

MOREOVER, YSL SHARED KERING
GROUP'S FACEBOOK POST
DETAILING THEIR COMMITMENT
TO BATTLE THE PANDEMIC IN
FRANCE. THE CONGLOMERATE
DONATED TO RESEARCH AND
FUNDED 3D-PRINTERS TO MAKE
PPE.

SPECIFICALLY, SAINT LAURENT
FABRIQUES WERE DEVOTED TO
MANUFACTURING MASKS
COMPLYING WITH THE
"STRICTEST PROTECTION
MEASURES" FOR HEALTHCARE
WORKERS.

OUR THOUGHTS ARE WITH YOU ALL OVER
THE WORLD AND WHILE WE ARE DEEPLY
CONSCIOUS OF THE REALITY WE ARE ALL FACING,
WE WISH TO OFFER MOMENTS OF POSITIVITY
AND TEMPORARY DISTRACTION.
UNDER THESE SAD AND DIFFICULT
CIRCUMSTANCES, WE WILL CONTINUE TO SHARE
SAINT LAURENT'S ESCAPIST DREAM.
WE WILL GET THROUGH THIS TOGETHER.

2:49



Kering
March 22 · 🌐



The Kering Group is playing its part in combating the Covid-19 pandemic in France.

In the days ahead, Kering will provide the French health service with 3 million surgical masks, which the Group will purchase and import from China.

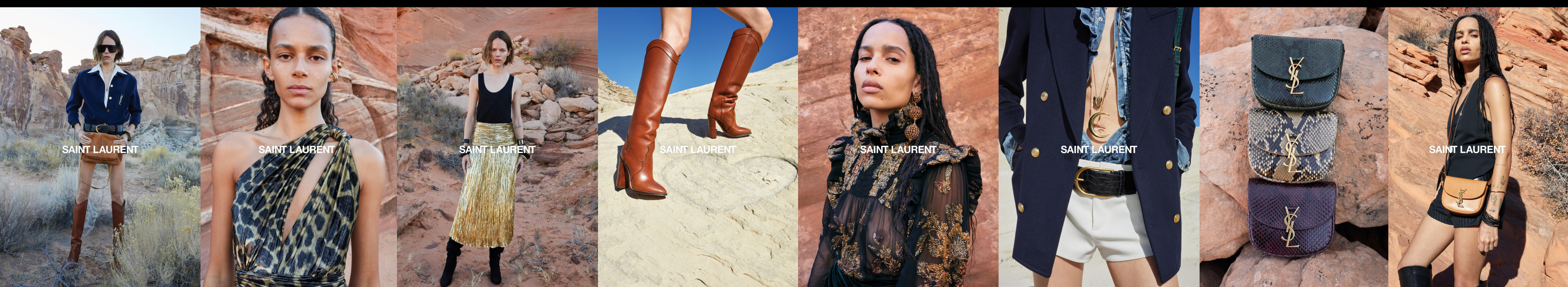
Meanwhile, the French workshops of Kering's Houses **BALENCIAGA** and **SAINT LAURENT** are preparing to manufacture masks while complying with the strictest health protection measures for their staff members, with production getting underway as soon as the manufacturing process and materials have been approved by the relevant authorities.

With a view to providing a lasting response to the current pandemic, Kering has made a financial donation to the Institut Pasteur to support its research into Covid-19.

All these contributions follow those already made in China and Italy in recent weeks.

On March 11 in Italy, Kering and its Houses made donations to the four major foundation hospitals in Lombardy, Veneto, Tuscany and Lazio.

As planned, the firm launched Spring / Summer paid ad campaign imagery that coincided with the products arrival in stores.



The above images feature supermodels Binx Walton and Freja Beha Erichsen alongside American actress and brand ambassador Zoë Kravitz. In a fully escapist spirit, the SL launched short 16 second editorial videos of the summer products on YouTube and Instagram.

SAINT LAURENT & COVID-19

APRIL



YSL LAUNCHED A SIX PART
SERIES OF ARCHIVAL IMAGES
SHOT OVER THE PAST FIVE
YEARS AND PUBLISHED THEM
ON INSTAGRAM POSTS AND
STORIES, TWITTER, AND
FACEBOOK.

CURATED BY THE CREATIVE
DIRECTOR ANTHONY
VACCARELLO "WHO REVISITS
HIS VARIOUS ARTISTIC
COLLABORATIONS AND
SELECTS HIS MOST
EMBLEMATIC IMAGES
THROUGH THE YEARS."

THIS METHOD CREATES
NOSTALGIC CONTENT FOR
THE FIRM TO SHARE WHILE
CUTTING MARKETING COSTS
AND OBEYING SOCIAL
DISTANCING MEASURES.



SAINT LAURENT



SERIE 05

SAINT LAURENT



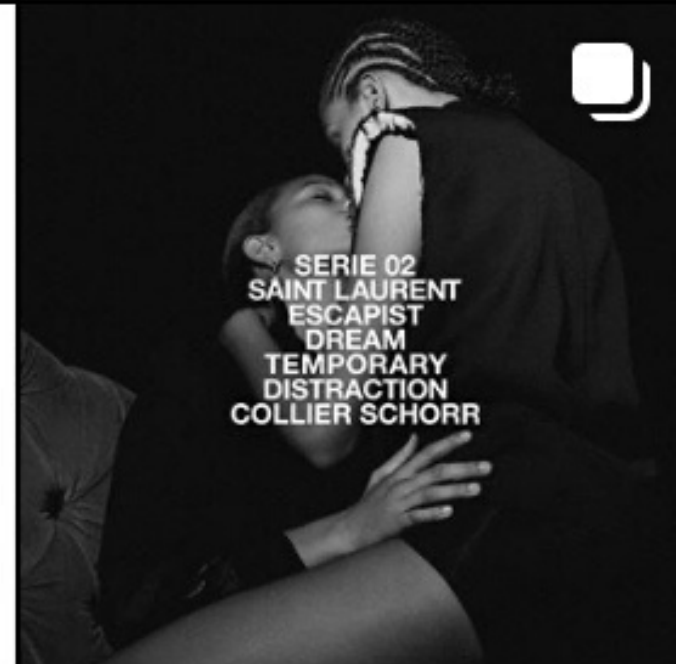
SERIE 04

SAINT LAURENT



SERIE 03

SAINT LAURENT



SERIE 02

SAINT LAURENT



SERIE 01

SAINT LAURENT & COVID-19

THE SERIES WAS FOLLOWED BY THREE POSTS HIGHLIGHTING FRENCH PLAYWRIGHTS, POETS, AND NOVELESTS. UNLIKE TYPICAL PUBLISHINGS, THESE FEATURED LONG, INSPIRATIONAL QUOTES.



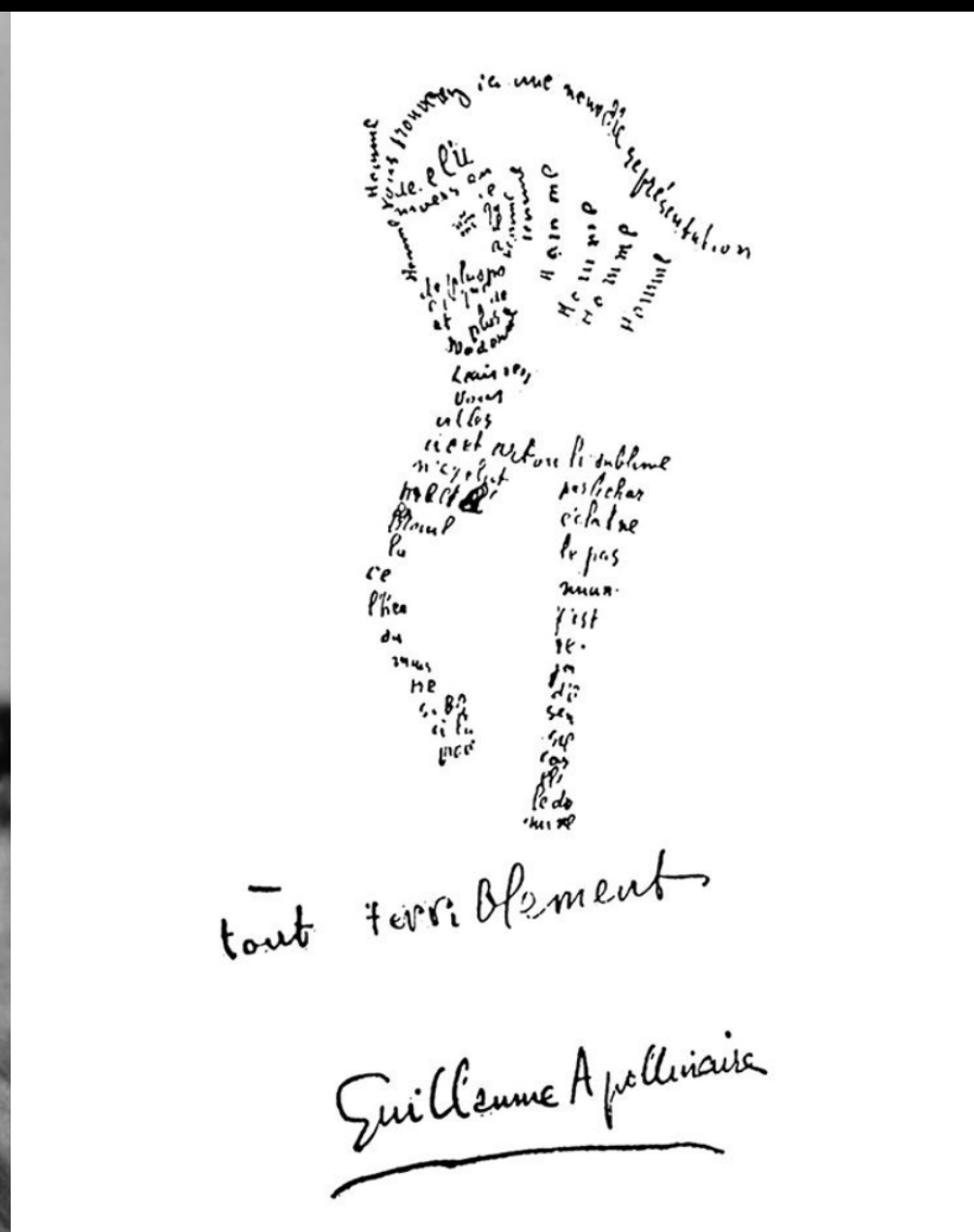
"C'EST UNE MERVEILLE D'IGNORER L'AVENIR."

"ON CROIT QUE, LORSQU'UNE CHOSE FINIT, UNE AUTRE RECOMMENCE TOUT DE SUITE. NON. ENTRE LES DEUX, C'EST LA PAGAILLE."

"LA SOLITUDE EST TOUJOURS ACCOMPAGNÉE DE FOLIE."

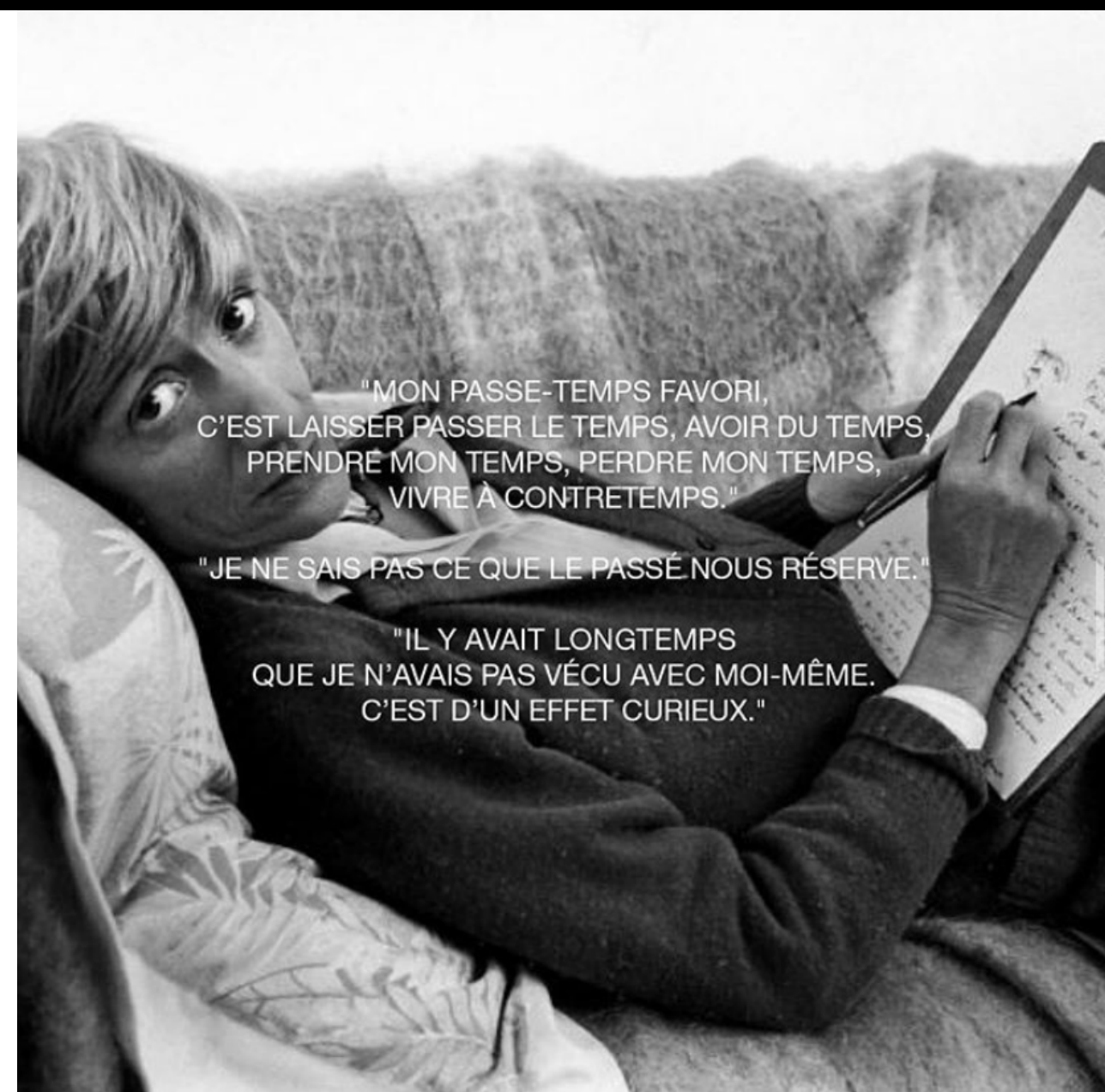
"QUAND IL Y AVAIT DU MONDE J'ÉTAIS À LA FOIS MOINS SEULE ET PLUS ABANDONNÉE."

"DÈS QUE L'ÊTRE HUMAIN EST SEUL IL BASCULE DANS LA DÉRAISON. JE LE CROIS. JE CROIS QUE LA PERSONNE LIVRÉE À ELLE SEULE EST DÉJÀ ATTEINTE DE FOLIE PARCE QUE RIEN NE L'ARRÊTE DANS LE SURGISSEMENT D'UN DÉLIRE PERSONNEL."



tout terriblement

Guillaume Apollinaire



"MON PASSE-TEMPS FAVORI, C'EST LAISSER PASSER LE TEMPS, AVOIR DU TEMPS, PRENDRE MON TEMPS, PERDRE MON TEMPS, VIVRE À CONTRETEMPS."

"JE NE SAIS PAS CE QUE LE PASSÉ NOUS RÉSERVE."

"IL Y AVAIT LONGTEMPS QUE JE N'AVAIS PAS VÉCU AVEC MOI-MÊME. C'EST D'UN EFFET CURIEUX."

13,080 likes

ysl MARGUERITE DURAS

"It's a wonder to ignore the future."
"It's believed that, when something is over, something else begins right after. No. Between the two, it's a mess."
"Loneliness always comes with craziness."
"When I was surrounded by people I sometimes felt less alone and more abandoned."
"Once human beings are left to themselves they swing into insanity. I do believe: I believe that people left alone are driven to madness because nothing can stop their personal delirium to arise."

18,195 likes

ysl GUILLAUME APOLLINAIRE

"It is high time to rekindle the stars. When we have time we have freedom."

13,127 likes

ysl FRANÇOISE SAGAN

"My favourite pastime is letting time pass by, having time, taking time, wasting time, living out of time."
"I do not know what the past holds for us."
"For a long time, I didn't live with myself. It is a most curious impression."

THESE POSTS HIGHLIGHT SAINT LAURENT'S FRENCH HERITAGE WHILE EMOTIONALLY CONNECTING WITH CONSUMERS DURING THIS TRYING TIME.

SAINT LAURENT & COVID-19

**ON APRIL 27TH, SAINT LAURENT PUBLISHED THE FOLLOWING STATEMENT
ON LINKEDIN, INSTAGRAM, FACEBOOK, AND TWITTER :**

“

Conscious of the current circumstances and its waves of radical change, Saint Laurent has decided to take control of its pace and reshape its schedule.

Now more than ever, the brand will lead its own rhythm, legitimating the value of time and connecting with people globally by getting closer to them in their own space and lives.

With this strategy firmly in place, Saint Laurent will not present its collections in any of the pre-set schedules of 2020. Saint Laurent will take ownership of its calendar and launch its collections following a plan conceived with an up-to-date perspective, driven by creativity.

”

ACCORDING TO DATA COLLECTED BY TAGWALK ON CONSUMERS DURING COVID-19:

63% OF CONSUMERS THINK IT WOULD BE OUT OF PLACE FOR A
BRAND TO HAVE A BIG FASHION SHOW IN SEPTEMBER

80% OF CONSUMERS THINK DESIGNERS SHOULD ABANDON
RUNWAY SHOW AND DO SOMETHING DIFFERENT

YSL is one of many brands re-thinking the fashion system due to a reckoning brought about by the coronavirus. The pandemic has intensified discussions of sustainability and the carbon footprint that coincides with travel, overconsumption, and irresponsible business practices. The large-scale fashion shows put on for buyers and press biannually are ultimately consumer facing events, creating content to be shared across social channels. However, customers cannot purchase products until months later. Platforms like Instagram reduce the need for runway shows by allowing designers the ability to show collections whenever, wherever, and however they want. YSL will benefit from a surprise factor and save cash by not developing routine shows.

SAINT LAURENT & COVID-19

MAY

IN YSL'S FIRST TIKTOK POST FOLLOWING THE PANDEMIC, THE FIRM PARTNERED WITH ARTIST AND DIRECTOR NATHALIE CANGUILHEM TO CREATE AN BLACK AND WHITE ART LAYOVER ON FOOTAGE CAPTURED BEHIND THE SCENES OF THE FALL WINTER 2020 RUNWAY SHOW IN FEBRUARY.

THREE DIFFERENT RENDITIONS WERE POSTED TO INSTAGRAM, ALL OF WHICH FEATURED THE SONG SMALLTOWN BOY BY BRONSKI BEAT.

SAINT LAURENT RETURNS TO THEIR TRAVEL DREAMS WITH THE "RUN AWAY, TURN AWAY" LYRICS REPEATING. THIS PROVIDES THE AUDIENCE WITH INSPIRATION FOR LIFE OUTSIDE OF HOME.



SAINT LAURENT APPEARS TO HAVE RETURNED TO PAID SPRING SUMMER 2020 PRODUCT PROMOTION AS USUAL, GIVEN RECENT STORE RE-OPENINGS IN THE USA, ITALY, AND FRANCE.



GUCCI

PRE-COVID-19

THE BELOW PHOTOS AND CAPTIONS ARE POSTED ACROSS TWITTER, FACEBOOK, AND INSTAGRAM SIMULTANEOUSLY.

FEBRUARY

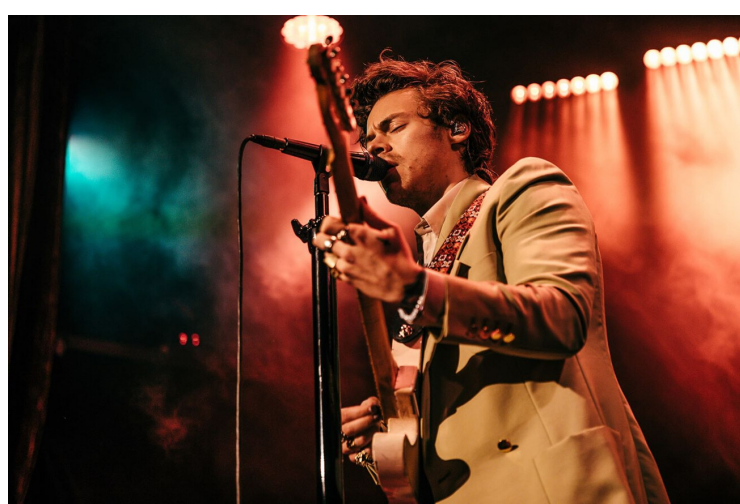
Backstage images from Gucci's Fall / Winter 2020 show name drop celebrity guests and their Pre-Fall 2020 outfit details.



Entitled "Gucci the Ritual," creative director, Alessandro Michele, "decided to unveil what lies behind the curtains" by exposing the behind-the-scenes action of the hair and makeup teams and model dressers on a revolving stage rather than a typical fashion catwalk.



Photos published on social media feature extensive captions highlighting new product and styling features. These images are shared alongside video clips of the rotating exhibition. The full runway video was published in real time on Instagram Live and later uploaded to YouTube.



Gucci Ambassador Harry Styles wears Gucci Beauty and Runway looks whilst promoting and performing his new album on NBC's Today Show, the Tiny Desk Concert at NPR Music, live at an iHeartRadio Secret Session, and in the music video for his hit song 'Falling.'

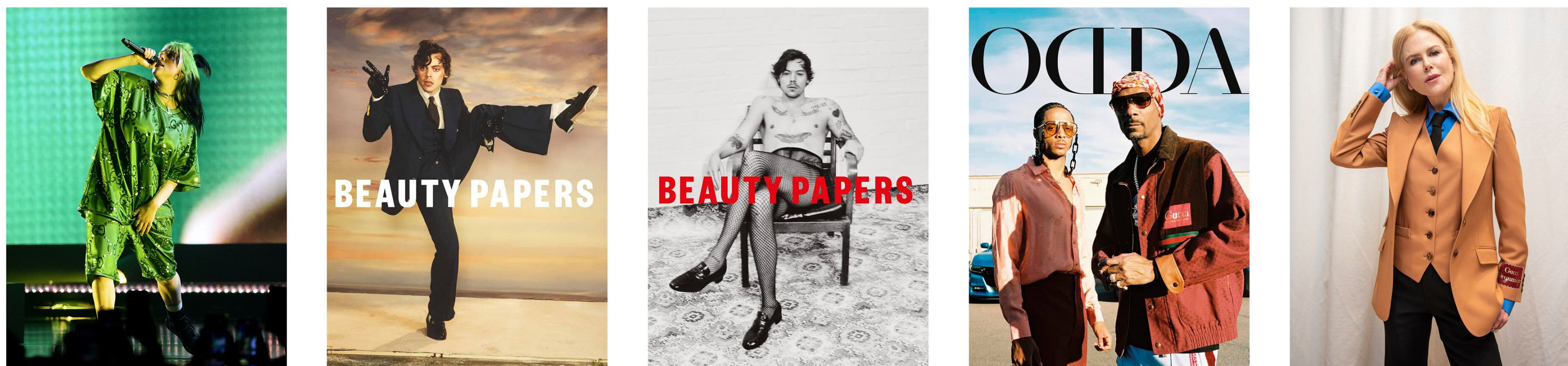
GUCCI

PRE-COVID-19

MARCH



For the debut of Gucci's first ever Beauty Mascara, named L'Obscur, the firm unleashed campaign imagery and videos expressing that authentic beauty lies in imperfection. In a multi-channel promotional effort, the firm launched bold and classic look tutorial videos on YouTube and Instagram, a buildable mascara Instagram filter named 'Eyes-o-Matic,' and hosted guests to a celebratory Gucci Beauty Network Studios experiential pop-up in partnership with Sephora.



The label takes to Instagram, Facebook, and Twitter social media channels to highlight their many celebrity fans, ranging from Billie Eilish in custom Gucci on her 'Where Do We Go?' Tour, Snoop Dogg covering ODDA Magazine, and to Nicole Kidman at press conference of the movie 'The Undoing.'



The new paid ad campaign, "Of Course A Horse" was shot in Los Angeles to promote the Spring / Summer 2020 collection. Each post of photos and short clips includes product information and guidance that the photoshoot took place under close monitoring by the American Humane Society to ensure no animals were harmed.

GUCCI & COVID-19

APRIL

GUCCI
WE ARE ALL IN THIS TOGETHER

In support of
**WORLD HEALTH
ORGANIZATION**



In support of
**PROTEZIONE CIVILE
NAZIONALE**

In Gucci's home country of Italy—particularly affected by the crisis—**€1 million** was donated by the House to the valiant efforts of the Protezione Civile National Department through **Banca Intesa's ForFunding crowdfunding platform** to reinforce Italy's health services and to source new ICU beds.

Join with us and **donate now**.

In support of
PROTEZIONE CIVILE NAZIONALE

THE RETAILER DONATED 2 MILLION EUROS IN SUPPORT OF CROWDFUNDING CAMPAIGNS TO BENEFIT THE PANDEMIC RESPONSE OF THE NATIONAL CIVIL PROTECTION DEPARTMENT IN ITALY AND THE WORLD HEALTH ORGANIZATION.

Gucci donated **€1 million** to the **United Nations Foundation's COVID-19 Solidarity Response Fund** in support of the World Health Organization through Facebook's **US\$10 million** Matching Fundraiser. The fund will help monitor and collect data on the spread of the virus to strengthen ICUs across the world, supply protection equipment to health personnel, and fast-track the **creation of vaccines and therapies**.

Join with us and **donate now**.

In support of
WORLD HEALTH ORGANIZATION

Fundraising Target:

\$ 10 MILLION

Raised:

\$ 5.5 MILLION

Gucci donated €1 million to the United Nations Foundation's COVID-19 Solidarity Response Fund in support of the World Health Organization through Facebook's US \$10 million Matching Fundraiser.

Join with us to help reach the 10 million target **by donating now**.

GUCCI REPLACED CAMPAIGN IMAGERY WITH THESE FUNDRAISING ADVERTS IN THEIR BANNER ADVERTISEMENT SLOTS ONLINE AND POSTED TO INSTAGRAM STORIES TO INVITE THE GUCCI COMMUNITY TO DONATE TO THE CAUSE.

GUCCI & COVID-19

GUCCI TOOK TO FACEBOOK, INSTAGRAM, TWITTER, AND LINKEDIN TO SHARE THEIR COORDINATED EFFORTS WITH OWNER KERING TO RESPOND TO THE COVID-19 CRISIS.

WE STAND WITH OUR COMMUNITIES IN THE AMERICAS

Kering will contribute to A Common Thread, the CFDA/Vogue Fashion Fund as well as Kerby Jean-Raymond's 'Your Friends in New York™ Want to Help' to aid the American fashion community impacted by the pandemic.

K E R I N G

TOGETHER



K E R I N G

WE STAND WITH OUR HEALTHCARE WORKERS IN THE AMERICAS

Kering and its Houses will collectively donate 1 million USD to the CDC Foundation to support the valiant efforts of healthcare workers on the frontline in the United States and Latin America by providing personal protective equipment and other vital supplies.

K E R I N G

ALONGSIDE FINANCIAL DONATIONS TO HOSPITALS AND RESEARCH INSTITUTIONS, GUCCI PUBLICLY PLEDGED TO PRODUCE OVER ONE MILLION FACE MASKS AND PAIRS OF MEDICAL OVERALLS FOR BOTH THE ITALIAN AND FRENCH HEALTH SERVICES.

What is the difference between isolation, quarantine, and distancing?

'Quarantine' means restricting activities or separating people who are not ill themselves, but may have been exposed to COVID-19. The goal is to monitor symptoms and detect new cases early.

'Isolation' means separating infected people to prevent the spread of COVID-19.

'Physical distancing' means being physically apart but socially connected, for example with digital tools.

World Health Organization
EPI-WIN
www.who.int/covid-19

WASH HANDS
Help stop coronavirus

World Health Organization

Keeping each other safe and connected is everyone's responsibility

If you miss your friends and have something to share ...

Physical distancing is not social isolation

World Health Organization
Together we can beat COVID-19
#covid19

Learn simple daily physical exercises you can perform at home.
This will help to keep you active and reduce boredom, in case you need to stay at home.

#Coronavirus #COVID19

World Health Organization

THE FIRM POSTED NUMEROUS CORONAVIRUS INFOGRAPHICS FROM THE WORLD HEALTH ORGANIZATION TO ENCOURAGE HEALTHY PREVENTION PRACTICES AND RELAY POSITIVE MESSAGES TO THEIR AUDIENCE.

GUCCI

& COVID-19

GUCCI CONTINUES TO PROMOTE THEIR CONTRIBUTIONS TO THE GREATER GOOD OF SOCIETY VIA THE FOLLOWING LINKEDIN ANNOUNCEMENTS:

“Gucci is pleased to share that, for the second consecutive year, it has achieved the highest score overall for luxury brands in the “Fashion Transparency Index 2020”, the annual report issued by Fashion Revolution aimed at understanding transparency and sustainability performance amongst the world’s largest 250 fashion brands and retailers. Gucci also re-confirms its commitment to continue to embed social and environmental sustainability across its business and supply chains.”



“We are proud to announce for the second year in a row Gucci was officially named Best Workplace 2020 in Italy by Great Place to Work, which measures the best work environments in the world. This accolade takes into consideration five main criteria in analyzing work places - credibility, respect, fairness, pride and coherence.”

#ProudlyGucci #BestPlaceToWork

GUCCI

& COVID-19

GUCCI DEDICATED A POST TO THE SURGICAL GLOVE "AS A REMINDER OF HOW TIRELESSLY HEALTH WORKERS AROUND THE WORLD ARE WORKING TO HEAL PEOPLE AND SAVE LIVES."



GUCCI INVITES THEIR SOCIAL MEDIA AUDIENCE TO JOIN DESIGNER ALESSANDRO MICHELE AND STARS JARED LETO AND SIENNA MILLER IN STAYING AT HOME BY SHARING THEIR FAVORITE PASTIMES.



GUCCI

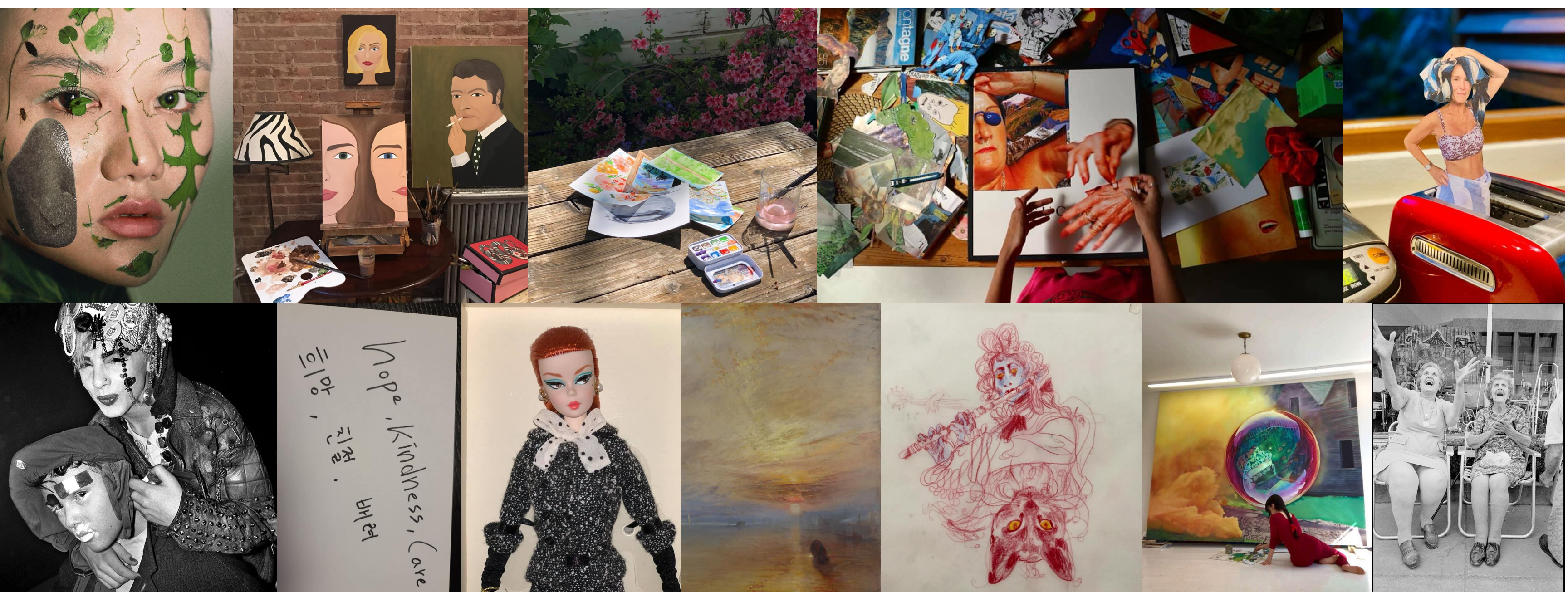
& COVID-19

A TICKET
TO ANYWHERE
YOU MAY WANT TO
GO / 2020
EVERYTIME YOU
CLOSE YOUR EYES
WHILE SITTING
AT HOME

GUCCI UTILIZES IMAGERY AS A
POWERFUL TOOL TO CONVEY POSITIVITY
AND COMFORT IN A SERIES BY ARTISTS
AND TALENTS.

THESE PHOTOS EXPRESS TO THE
#GUCCICOMMUNITY A MESSAGE OF
EMPATHY, KINDNESS AND WELL-BEING
THROUGH CREATIVITY.

EACH POST INCLUDES INSPIRATIONAL QUOTES FROM THE ARTISTS WITH LINKS TO DONATE TO
THE CROWDFUNDING CAMPAIGN AND JOIN GUCCI IN AIDING THOSE MOST VULNERABLE IN THE
CRISIS.



ADDITIONALLY, THE RETAILER PROVIDES AT HOME ENTERTAINMENT THROUGH VIRTUAL CONCERTS,
PAINTINGS, AND PERFORMANCES ON INSTAGRAM AND FACEBOOK AND A MINI YOUTUBE SERIES
COOKING WITH THE GUCCI OSTERIA CHEFS.

GUCCI

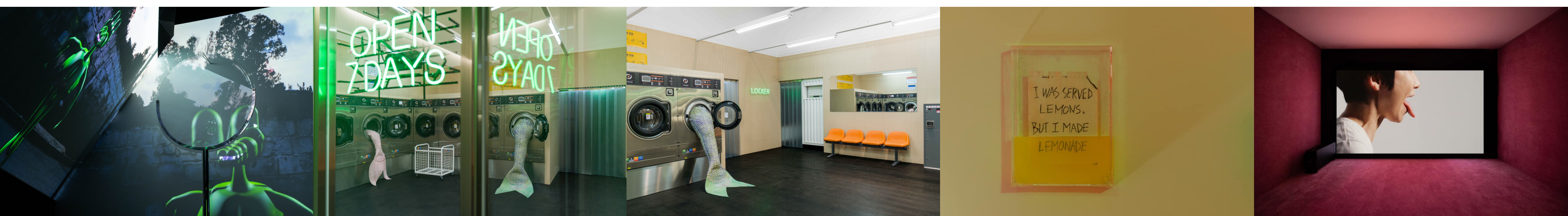
& COVID-19

GUCCI IS LEANING ON SALES REPRESENTATIVES AND CUSTOMER RELATIONSHIP MANAGEMENT TO ENGAGE IN ONE-TO-ONE CONNECTIONS BEYOND TRANSACTIONS TO EXPRESS LOVE AND CARE BY CHECKING IN DURING THE COVID-19 CRISIS.



The "So Deer To Me" paid ad campaign for Pre-Fall 2020 embraces a return to nature and focuses on enjoying the simple things in life. The campaign partners with The Lions Share Fund to protect endangered species and their natural habitats. Gucci contributes 0.5% of their media spend to the cause every time an animal is featured in its advertisements. A corresponding video was released on Instagram and YouTube.

MAY



'No Space, Just a Place. Eterotopia' is a new exhibition sponsored by Gucci and held at the Daelim Museum in Seoul. The firm features photos on Facebook, Twitter, and Instagram; the YouTube channel offers behind the scenes insight into the making and curating of the display, a short presentation video, and a 360 degree tour for at home viewers.

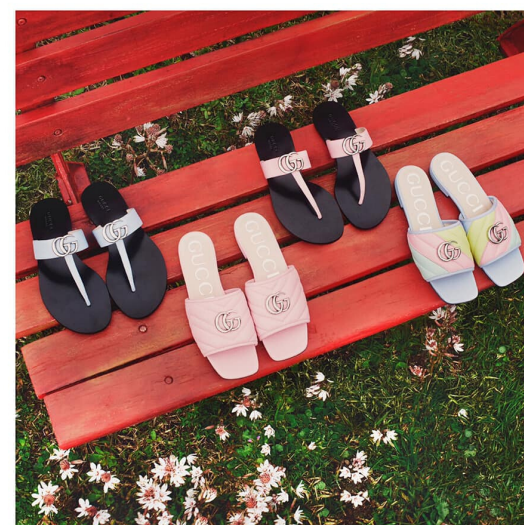
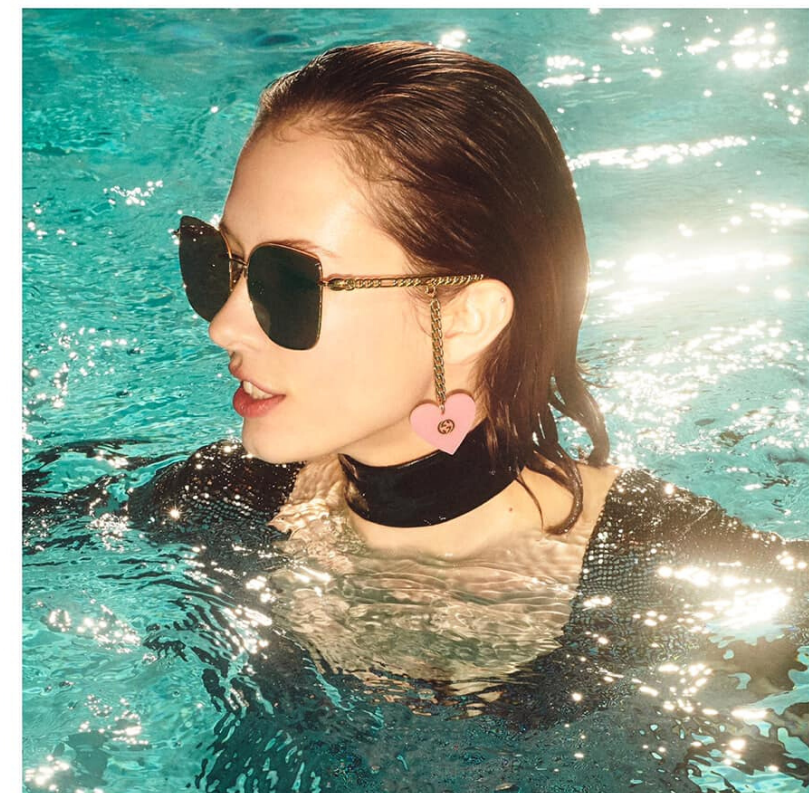
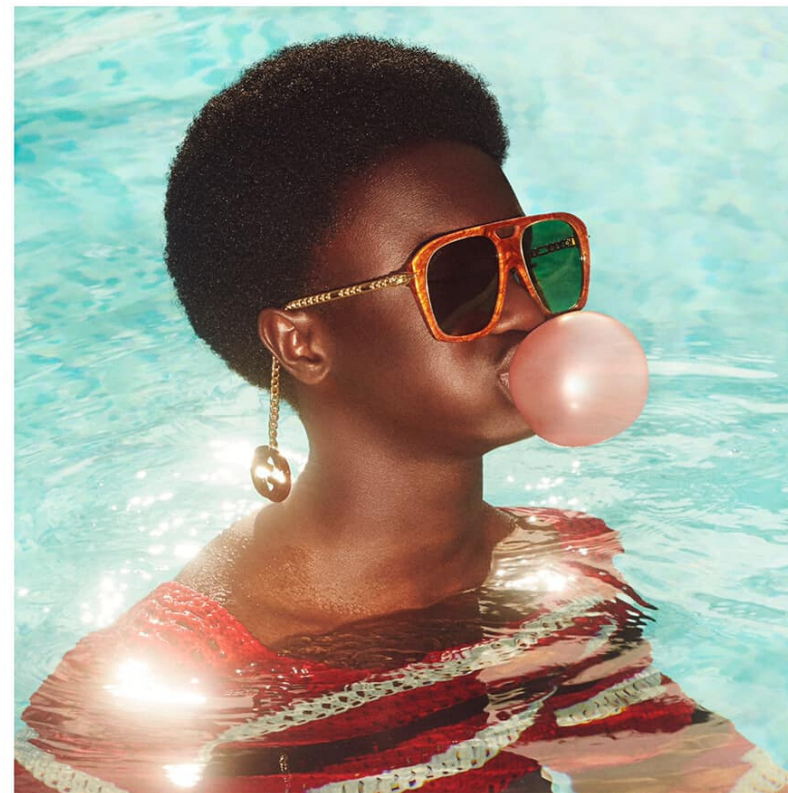
GUCCI

& COVID-19

THE HOUSE HAS SHIFTED GREATER INVESTMENT IN E-COMMERCE TO MEET CUSTOMERS WHERE THEY ARE SHOPPING.

THE FIRM INTENDS TO COUNTERACT THIS SHIFT IN CHANNEL DISTRIBUTION WITH A REDUCTION IN WHOLESALE. ONLINE ROSE TO 10% OF SALES IN Q1 THIS YEAR.

To further boost Gucci's website as an online shopping destination, the firm unveiled an online limited-edition sunglasses collection adorned with interchangeable dangling charms.



A secondary paid ad campaign for Pre-Fall 2020 entitled "Towards the Sun" was released across Instagram, Twitter, and Facebook to promote the pastel hued products.

GUCCI

& COVID-19

GUCCI TOOK TO SOCIAL MEDIA TO UNVEIL A SERIES OF ILLUSTRATIONS AND VIDEOS BY INTERNATIONAL ARTISTS TO CELEBRATE THE LAUNCH OF THE G-TIMELESS AUTOMATIC WATCHES.



Gucci Beauty launched two campaigns for online products, firstly the Poudre De Beauté Mat Naturel, a buildable face powder and secondly, the limited edition Gucci Flora fragrance family.



GUCCI & COVID-19

IN AN INVENTIVE TAKE ON A FALL/ WINTER 2020 CAMPAIGN, THE CLOTHES TRAVELED TO THE HOUSES OF MODEL AMBASSADORS WHO SELF STYLED AND DIRECTED THEIR PORTRAITS IN THEIR OWN HOMES.

GUCCI GUCCI GUCCI GUCCI



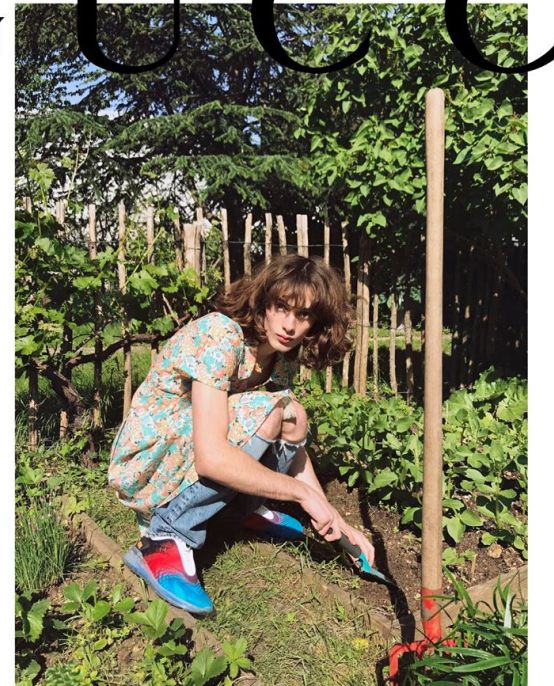
@meimeilapres by @meimeilapres



@delphi_mc and @lawrence.perry_by
@delphi_mc and @lawrence.perry_



@vaquel__ by @vaquel__



@gustavo_cagani by @gustavo_cagani

GUCCI GUCCI GUCCI GUCCI



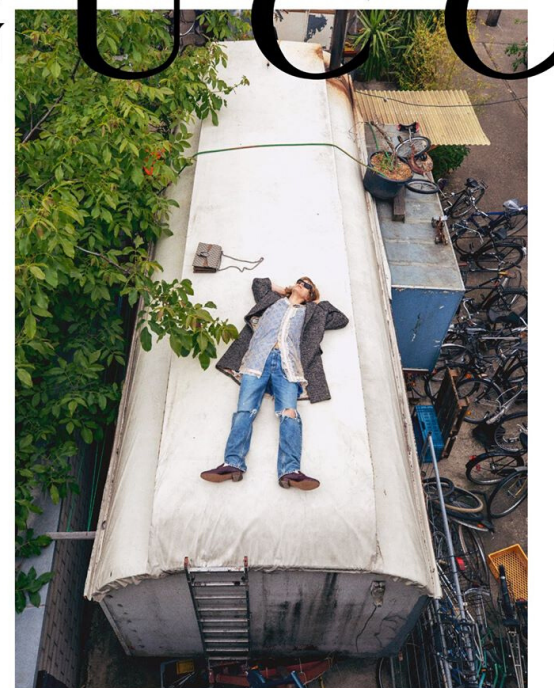
@amanda_ljunggren by @amanda_ljunggren



@josefine.gronvald by @josefine.gronvald



@sunday_romuald by @sunday_romuald



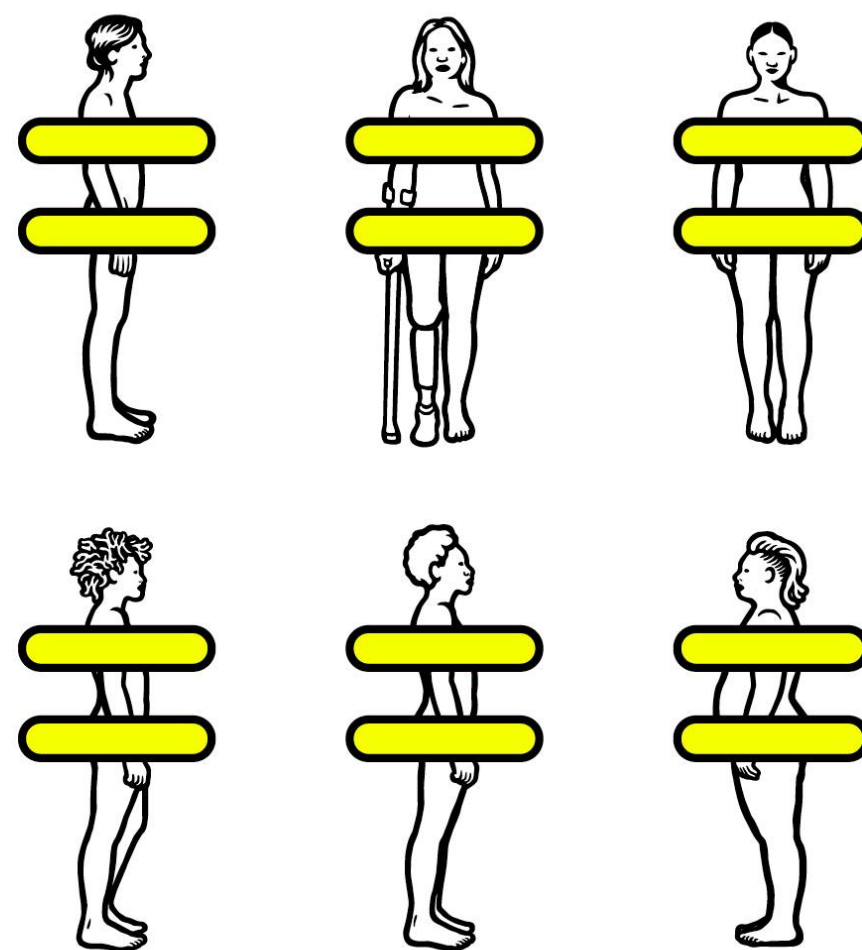
@flo.w_photography by @flo.w_photography

CREATIVE DIRECTOR ALESSANDRO MICHELE ALLOWS BEAUTY TO SHINE THROUGH THE ORDINARY BY TRUSTING MODELS TO CREATE CONTENT WITHOUT RULES.

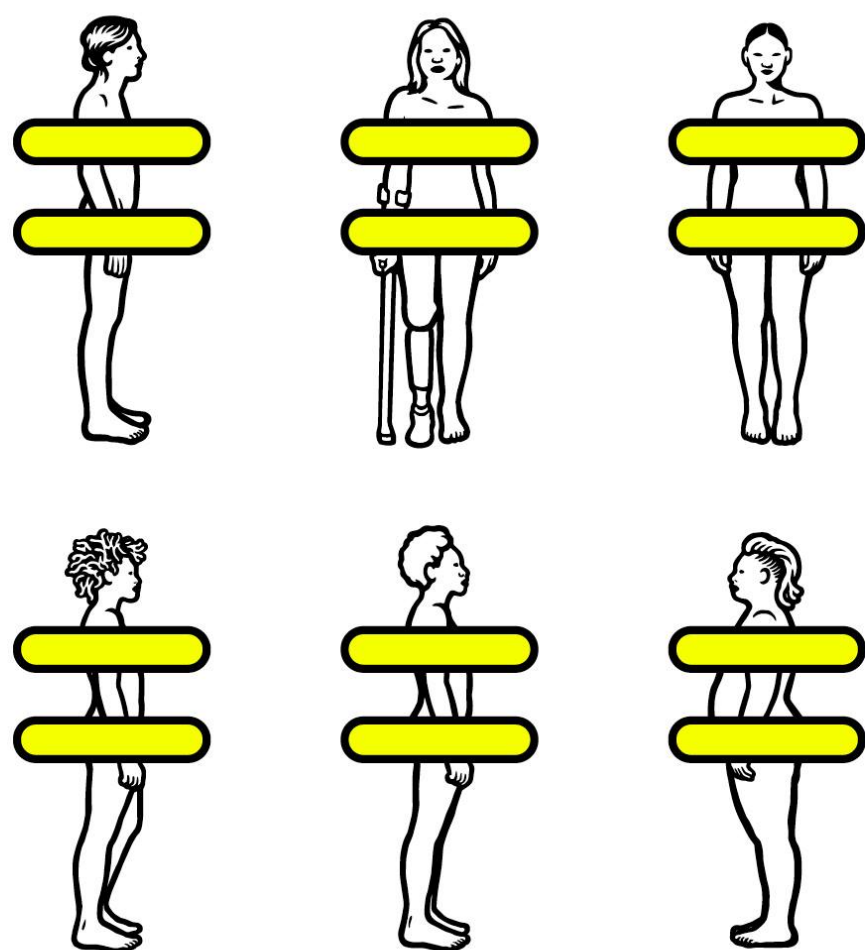
GUCCI & COVID-19

THE LATEST CHARITABLE INITIATIVE FROM GUCCI AND THE KERING FOUNDATION INTENDS TO RAISE AWARENESS AND FUNDS TO HELP TACKLE THE RISE IN DOMESTIC ABUSE IN COUNTRIES ACROSS THE GLOBE DURING LOCKDOWN.

**STAND WITH
WOMEN**



The retailer released a video of Salma Hayek Pinault, co-founder of Gucci's activist initiative Chime for Change, expressing that "We stand in solidarity with ALL women during this critical time when gender-based violence is increasing and access to health services is limited."



**JOIN CHIME FOR CHANGE AND
THE KERING FOUNDATION
TO TAKE A STAND
AGAINST GENDER-BASED VIOLENCE**

**VISIT [GLOBALGIVING.ORG/STANDWITHWOMEN](https://globalgiving.org/standwithwomen)
TO DIRECTLY SUPPORT THE SAFETY AND
RIGHTS OF WOMEN AROUND THE WORLD**

THE RETAILER POSTED THE ABOVE PHOTOS TO LINKEDIN, FACEBOOK, INSTAGRAM, AND TWITTER AND MADE THEM THE COVER PHOTOS OF ALL SOCIAL FEEDS.

GUCCI & COVID-19

IN A SERIES OF DIARY ENTRIES BY CREATIVE DIRECTOR ALESSANDRO MICHELE, GUCCI ANNOUNCED IT WILL FOLLOW SAINT LAURENT IN BREAKING WITH THE CONVENTIONAL FASHION CALENDAR, INSTEAD OFFERING TWO GENDER-FLUID, SEASONLESS SHOWINGS PER YEAR.



NOTES FROM THE SILENCE
ROME - 29 MARCH, 2020
WE TURNED OUT TO BE SO SMALL

These days of confinement, in a suspended time that we can hardly imagine as free, I try to ask myself what is the meaning of my actions. It's a vital and urgent questioning for me, which demands a careful pause and a delicate listening. It's trying to come, with the precision of love, my fears and my desires. It's the possibility to face the upheaval that every trauma provokes.

After all, the tragedy we are living is providing new reflections. We could never have imagined to feel so connected to life through a bond of trembling and heartbreaking tenderness. We could never have thought to reconnect, so deeply, with the fragility of our creaturely dwelling. Our need for reciprocity. We turned out to be so small. A miracle of nothing.

Above all, we understood we went way too far. Our reckless actions have burned the house we live in. We conceived of ourselves as separated from nature, we felt running and slinking. We usurped nature, we dominated and wounded it. We incited Prometheus, and buried Pan. So much haughtiness made us lose our relationship with the butterfly, the flower, the tree and the roots. So much outrageous greed made us lose the harmony and the care, the connection and the belonging. We ravaged the sanctity of life, neglectful of our being a species.

At the end of the day, we were out of breath.



ROME - 7 APRIL, 2020
ABOUT WHAT WE WOULD NOT WANT TO BE THE SAME AS IT WAS

Now that the devastation caught us unprepared, we have to think about what we would not want to be the same as it was. Because the greatest risk, for our tomorrow, is abdicating our responsibility for a true and necessary discontinuity. Our history is littered with crises that taught us nothing. With economic collapses and social devastations that were tackled by imposing the same recipes from which they originated. With wounds that were not able to regenerate our misdeeds. With a mourning that we were not able to live in order to change ourselves and our relationships.

This crisis represents a fundamental test for us all. It's a test, because there is sorrow, exertion, danger. But also because there is an evaluation and a judgment. Through sorrow we can look at our recent past with a critical eye. At our list of debts, misunderstandings, false notes, mistakes. At our mistakes and recklessness. At the thunderous absence of thoughts we dared not express.

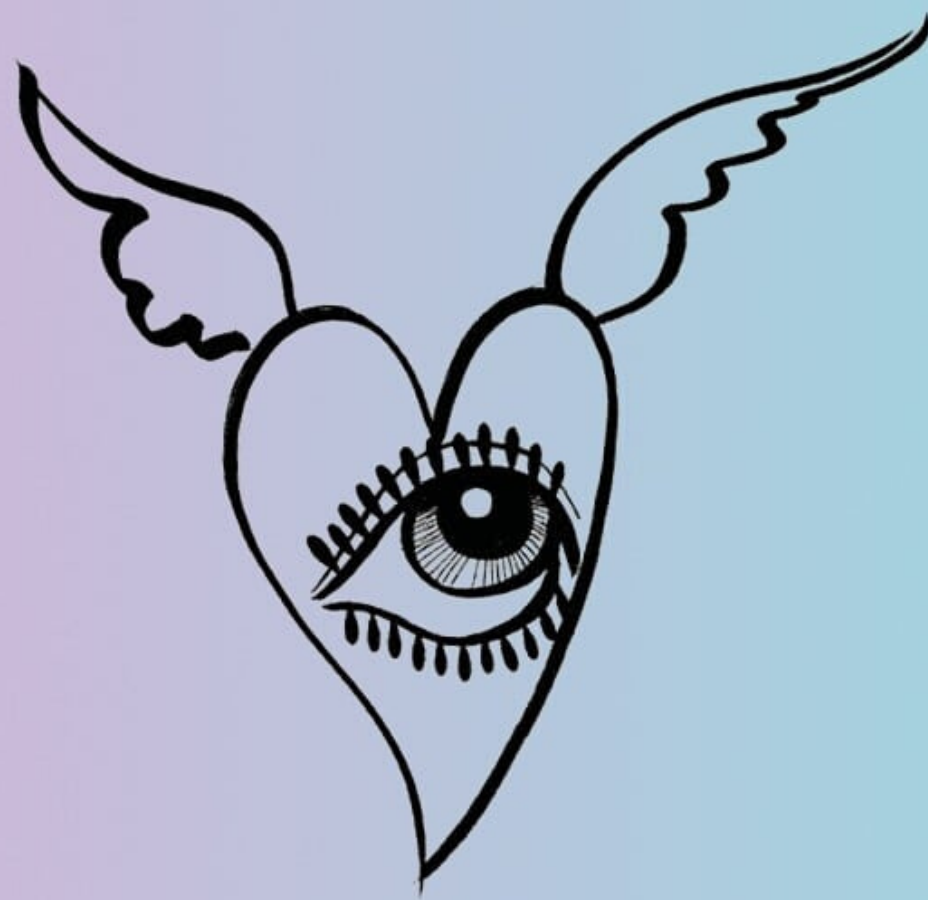
This present, then, entrusts us with important responsibilities. Everyone can take on responsibilities, according to one's role and actions, to play a part in a convalescence of molecular and widespread changes. As for me, in my own small way, I feel the urgent need to change a lot of things in the way I work. I have always been professionally inclined to change, after all, bridging with me a natural and joyful creative restlessness. But this crisis has somehow amplified such transformative urgency, which can't be deferred anymore.



ROME - 27 APRIL, 2020
THE MOVIE OF A CHOICE

The change I imagine involves the capacity to reconnect with the deepest reasons that inspired my entry into the fashion realm. I feel the need to renew a bond, purifying the essential by getting rid of the unnecessary. I crave the authentic motive of a choice. The full set of reasons that set me on my way. I understood, as time went by, that those motives have different names and different intensities, but they inevitably gather around the same urgency: the possibility to tell.

This possibility, so ancestral and powerful, always gave me the chance to build expressive passages, to make room for that core of the unspeakable that shakes my dreams, to celebrate the nostalgia for the imperfection, to praise the beauty that blossoms from shapes to shape. This possibility allows me to catch, with bites of infinity, the daily falling in love with the existence.



APPUNTI DAL SILENZIO
NOTES FROM THE SILENCE



ROME - 5 MAY, 2020
A NEW CREATIVE UNIVERSE

I am fully realizing though, that this possibility to tell cannot be constrained by the tyranny of speed. Now we know that too furious was our doing, too insidious was our ride. In this renewed awareness, I feel the need of a different time, released from other-imposed deadlines that risk to humiliate creativity. A time that can stand still, awaiting that can go through the gift of inactivity, slowly. A time that can bring forth the promise of an epiphany, and that can linger on the dream, on the play, on the prefiguration. A time that now, more than ever, is necessary to build new and more powerful narratives.

That is why I decided to build a new path, away from deadlines that the industry consolidated and, above all, away from an excessive performativity that today really has no release of time. It's a foundational act, audacious but necessary, that aims at building a new creative universe. A universe that essentializes itself in the subtraction of events and that organizes through the multiplication of sense.



ROME - 6 MAY, 2020
THE SACRED POWER OF PRODUCING REVERBERATIONS

Therefore, I will abandon the worn-out ritual of monumentalism and choose to regain a new cadence, closer to my expressive call. We will meet just twice a year, to share the chapters of a new story. Irregular, joyful and absolutely free chapters, which will be written blending rules and genres, feeding on new spaces, linguistic codes and communication platforms.

And beyond, I would like to leave behind the paraphernalia of leitmotifs that colonized our prior world: cruise, pre-fall, spring-summer, fall-winter. I think these are static and underfed words. Labels of an impersonal discourse that lost its meaning. Containers that progressively detached themselves from the life that generated them, losing touch with reality.

I believe that we can build our tomorrow also starting from a renewed capacity of denomination. Here comes the desire to baptize our new encounters by naming them after a language that has miraculously ancient roots: classical music language. Accordingly, there will be symphonies, rhapsodies, madrigals, nocturnes, overtures, concertos and sinuous in the constitution of my creative path. Music, after all, has the sacred power to produce reverberations and connections. It travels beyond the borders, reconnecting the fragility to the infinity.



ROME - 8 MAY, 2020
COMMUNITY OF PURPOSE

In this silence, that is a living thing, my listening embraces all the extraordinary people that I'm connected with. Recalibrating time, to set the pace at a human level, wants to be a promise of revival care towards this amazing community of purpose. I proudly belong to. It's my project, pro-jectum the art of extending the existence in the future. A plural future, where "we" provides a foundation. A future that contains the bug that today we cannot give each other, but to which we will return with an expanded comprehension. With a hard understanding and recovered breath.

It will be the time when we will learn to listen for the sound of the forest growing at night.

ROME - 16 MAY, 2020
IN THE THROES OF WHAT IS MISSING

Now that we are still apart, my love for fashion burns. Our species, after all, is like that: we love like crazy in the throes of what is missing.

Alessandro Michele

THE DESIGNER RECOGNIZES THAT "WE INCITED PROMETHEUS AND WE BURIED PAN" IN OUR SEPARATION FROM AND DOMINATION OF NATURE. HE INTENDS TO MOVE AWAY FROM EXCESSIVE PERFORMANCES WITH A RENEWED PURPOSE AND CADENCE.

The brand will still present their last Cruise show in a downscaled digital format called, appropriately, Epilogue, on July 17.

COVID-19 BEST PRACTICES

CONNECT AUDIENCE WITH CREATIVES

Saint Laurent has shared quotations from playwrights and poets to provide comfort and connection to their audience.

Louis Vuitton has shared photos from world-renowned photographers and men's creative director Virgil Abloh offers a curated playlist for listeners at home, letting consumers explore the auditory essence of the label.

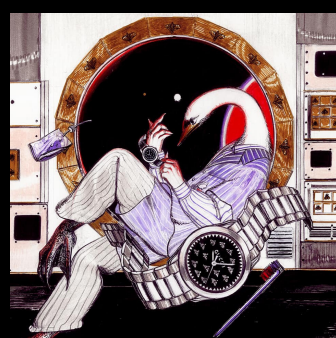
Gucci has partnered with underrated artists around the world to share inspiration and positivity through imagery. The photos and videos provide the audience with entertainment and a glimpse into the lives of the artists. These creatives offer genuine influence and authority from their respectful careers.

ACCORDING TO DATA COLLECTED BY TAGWALK ON CONSUMERS DURING COVID-19:

84%

OF CONSUMERS HAVE GREATER RESPECT FOR INFLUENCERS WHOSE FAME RELATES TO THEIR JOB OR PASSION IE. BALLET DANCERS OR YOUNG CHEFS.

Gucci also provided behind the scenes footage of the curation of the 'No Space, Just a Place. Eterotopia' exhibition, allowing viewers worldwide to experience the display. The firm should explore offering additional series sharing insight into the craftsmanship behind the house, ranging from the process of sourcing quality materials to visual merchandising in the store. Highlighting artisans and employees will provide greater transparency in people and processes.



Gucci's partnership with artists for the G-Timeless watch series masterly cover the "in your face" issue that customers have with advertisements. This format of advertising as art is unconventional and tells a story, without many noisy logos or facts.

Lastly, Alessandro Michele of Gucci shared a series of diary entries on social media, expressing his personal thoughts on the crisis and the fashion industry. Michele is an influential character in the art world and looked up to by millions who relish the opportunity to get inside his head. This unique communication provides consumers an intimate understanding of why the business operations will change moving forward.

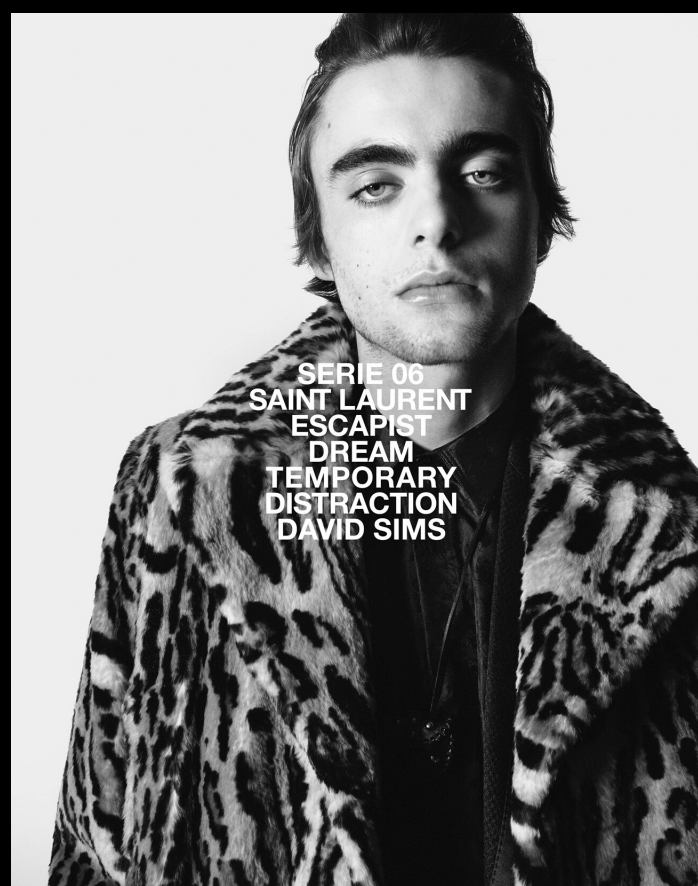
COVID-19 BEST PRACTICES

RECYCLE OLD CAMPAIGNS

Saint Laurent and Louis Vuitton re-visited their archives for social media content during the pandemic.

THIS PRACTICE SAVED THE FIRMS HUMAN AND FINANCIAL MARKETING COSTS.

Disobeying social distancing measures to shoot campaign imagery would be a disturbing exercise that endangers employees and alienates customers. Spending money on elaborate sets and flying models to scenic locations are also out of touch with consumers current values. Thus, old content permits these labels to express the dream and their values without restraints. Old customers will appreciate the nostalgic imagery and young customers will find the photos new and hip considering 80s and 90s style trends.



EMBRACE USER GENERATED CONTENT



Gucci allowed the brand's models to photograph the Fall / Winter 2020 campaign as self-portraits. The creative director relinquished control and let the models spontaneously capture moments in their everyday lives without requirements for the content. The resulting images were on brand and well thought out, both interesting and pleasing to the eye. Beyond that, they resonate with consumers who are experiencing similarly plain day-to-day activities at home. Outsourcing this work led to new interpretations of the brand and generated awareness across all audiences.

To take this one step further, Gucci should invite the #GucciCommunity to share how they wear Gucci at home. The desire for the credibility and fame of being featured on an official brand profile will lead many users to tag Gucci on social channels. The firm should utilize this real-world content to connect with customers in an authentic way and to encourage further free promotion.

User-generated content is the most influential content and will result in high social media interactions and greater conversions overall, as consumers will respond to the human value of the posts. Customers will then repost Gucci's posts so their friends will know the brand and understand the importance of where they were posted. The reach of each participant's contribution will help generate brand awareness and direct followers to Gucci's channels.

COVID-19 BEST PRACTICES

MAINTAIN CULTURAL RELEVANCE

Both Louis Vuitton and Saint Laurent have returned to posting product oriented images on social media, pushing sales. Louis Vuitton has gone as far as paying numerous influencers to post gifted LV Pont 9 bags and raising prices during the pandemic.

These brands need to respect that different parts of the world are still experiencing different phases of COVID-19. Many are still living in fear and are on lockdown at home. While a few countries and stores have re-opened, it is important to recognize that the crisis is far from over, and many are dying or hospitalized. The global economy is unstable and one in four Americans are currently registered as unemployed. Beyond that, recent events of police brutality have brought about a wave of unrest and protests worldwide.

Influencers offer aspirational and aesthetically pleasing content that differs from our harsh current reality and will not resonate with consumers. The glossy lifestyle that influencers emulate makes the brand seem irrelevant and does not match the current low consumer confidence and overall anxiety about shopping.

The oversaturated and unauthentic product placement of the LV Pont 9 on social media creates an undesirable effect. Gifting influencers a \$3,900 bag will result in negative sentiment when many people are struggling to pay rent. Many participating influencers failed to disclose the sponsorship which directly contradicts rising consumer desire for transparency. Ultimately, product marketing to maximize profits in a pandemic cheapens brand image and level of sophistication.



ACCORDING TO DATA COLLECTED BY TAGWALK ON CONSUMERS DURING COVID-19:

61%

OF CONSUMERS ARE NOT INFLUENCED TO SHOP BECAUSE OF INFLUENCERS.

83%

OF CONSUMERS DO NOT TRUST AD PLACEMENTS FROM INFLUENCERS.

COVID-19 BEST PRACTICES

DONATE TO THE CAUSE PUBLICLY

ACCORDING TO DATA COLLECTED BY [TAGWALK](#) ON CONSUMERS DURING COVID-19:

78%

OF CONSUMERS THINK BRANDS SHOULD DONATE A MINIMUM OF 10% OF REVENUE TO CHARITY ALWAYS, AND NOT ONLY WHEN THERE IS A PANDEMIC.

Gucci, Saint Laurent, and Louis Vuitton took to social media to share their contribution to the global pandemic. These firms own their own factories which makes stopping and starting production of masks and PPE much easier. Nonetheless, consumers will remember brands that took action to help out and maintain employees in a far more positive light over those that went into hiding.

Donations to the label's country of origin enhance their heritage and patriotism. Moreover, contributions to the greater good, like Gucci's donations to and promotion of the World Health Organization, makes potential customers feel valued beyond pure profit. Thus, these investments in goodwill will pay off when consumers decide to vote with their wallets and purchase from firms whose values align with their own.

ACCORDING TO [LAUNCHMETRICS](#):

For Kering, the owner of Gucci and Saint Laurent, media impact value from March 9 to April 26 was up 53% to \$7.3 million with \$1.5 million directly connected COVID-19 efforts.

Likewise, LVMH's impact of publicity and advertising was up 43% to \$11.7 million over the same period with \$6 million related to the pandemic. The group's media placements were up 112% YoY.



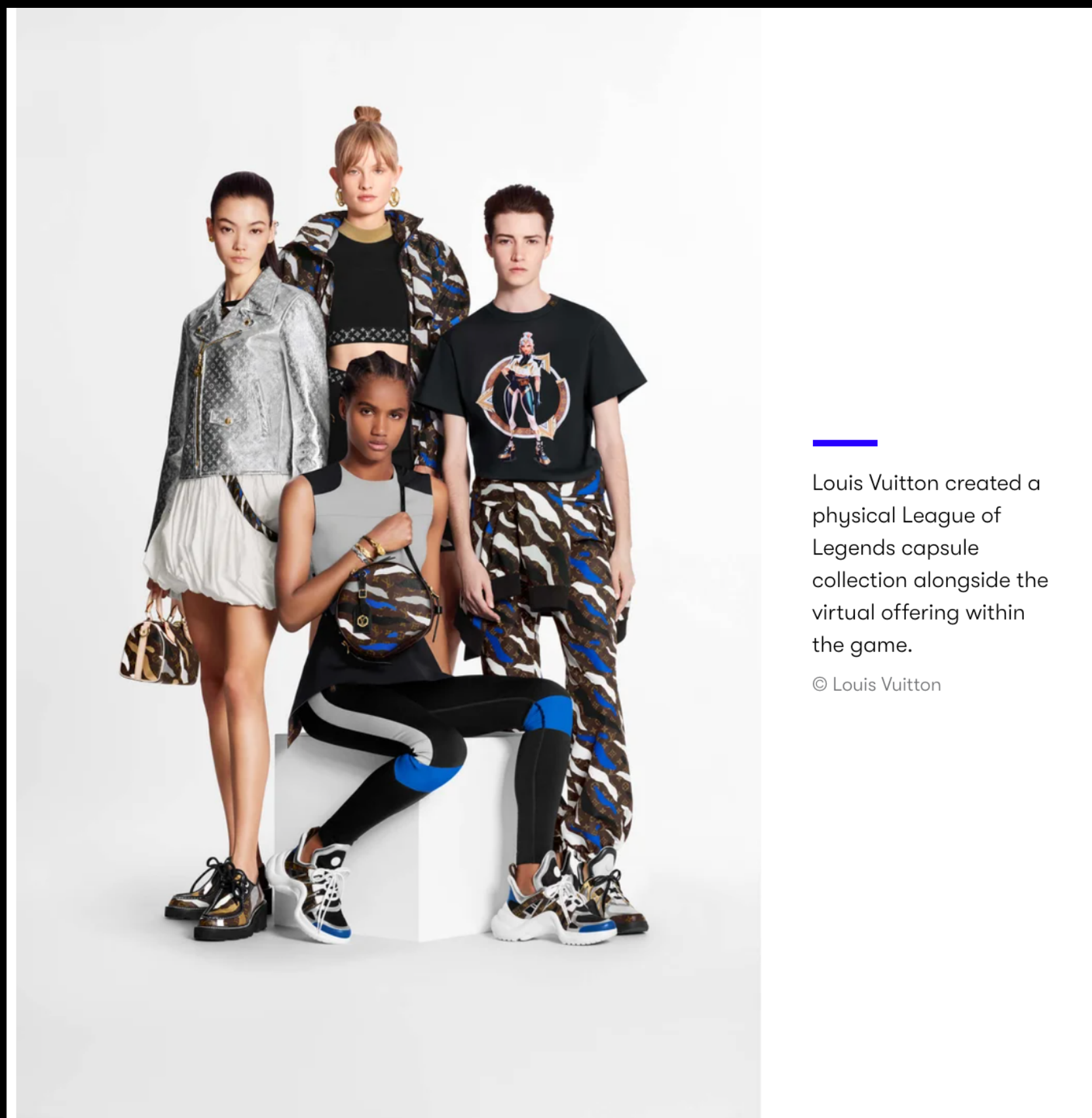
COVID-19 BEST PRACTICES

EMBRACE DIGITAL

Retailers should experiment with digital platforms and prioritize online commerce moving forward. Following the crisis, retailers should provide a robust online offering and be easily discoverable to the consumer with a customer service team that can seamlessly answer questions. Customers intend to continue to shop online instead of in-store long term.

ACCORDING TO DATA COLLECTED BY [EMARKETER](#):

41% OF RESPONDENTS SAID THEY HAD SHIFTED MORE OF THEIR SHOPPING FROM PHYSICAL STORES TO ONLINE.



Louis Vuitton has explored games as a way to expand their audience by selling virtual outfits (aka skins) for \$9 to \$25 to League of Legends players.

Gucci had success with Instagram Live performances by artists. Many fashion brands have utilized the feature to broadcast fashion shows, but should consider greater utilization of the feature. Livestreams allow a label to reach consumers directly and offer real time feedback from a global audience. We are social creatures and efforts to connect have resulted in a 70% spike in usage of Instagram's Live functionality in April. It is critical that fashion brands join in on this conversation.

Fashion companies will have to explore digital options to share collections this summer while travel restrictions are still in place. According to TagWalk, the most popular and innovative solutions to presenting shows include online video platforms such as Netflix, house runway videos on YouTube, 3D top models, and digital lookbooks.

COVID-19 BEST PRACTICES

CONSIDER THE ENVIRONMENT

Corporations are accountable to all stakeholders including the planet and people. Gucci and Saint Laurent have publicly declared that they will no longer participate in five shows per year and will slow down to only two collections. This will dramatically decrease the carbon footprint of the brands.

Gucci creative director Alessandro Michele shared to Instagram that he is

"PURIFYING THE ESSENTIAL BY GETTING RID OF THE UNNECESSARY... OUR RECKLESS ACTIONS HAVE BURNED THE HOUSE WE LIVE IN. "

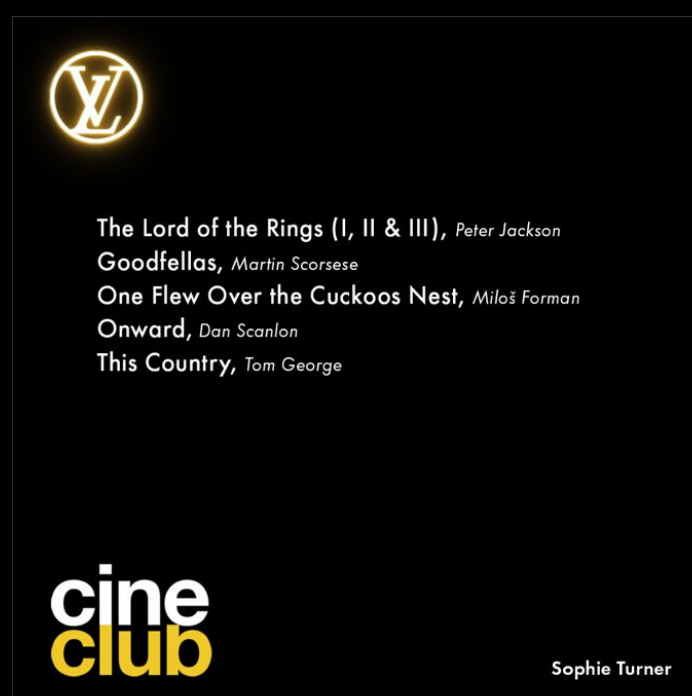
The house is carbon neutral in their operations and earned the highest score in the "Fashion Transparency Index 2020" issued by the Fashion Revolution ranking for the past two years. While transparency does not equal sustainability, disclosing information about practices and policies allows for greater social accountability and connects with consumer values. Saint Laurent and Gucci are some of the only luxury brands that have disclosed their raw materials suppliers. Both firms publish their policies and procedures and maintain regular material assessments on progress for improving impact. The COVID-19 crisis has made the importance of corporate social responsibility evident and greenwashing will not stand. Now more than ever, young consumers are demanding that the brands they patronize share their values. A reduction in marketing spend will result in a smaller toll on nature through fewer campaigns, events, and travel expenditures.

ACCORDING TO DATA COLLECTED BY THE BUSINESS OF FASHION IN A PARTNERSHIP WITH AFFIRM:

76% CONSUMERS SAY IT IS IMPORTANT THAT THE FASHION ITEM THEY PURCHASE IS SUSTAINABLE.

PROMOTE VALUES OVER PRODUCTS.

To build relationships with consumers, retailers should focus on emotional storytelling rather than product promotion. Thus, Louis Vuitton has reduced celebrity and event images and is focusing on comforting consumers at home through inspirational travel images, given that it is still a powerful desire for high-end consumers at present. The retailer is also relating to customers by providing movie suggestions and a Spotify playlist. Likewise, Gucci has shared imagery and videos from artistic partners and inside their new museum exhibition offer entertainment at home. Saint Laurent has published a series of photos curated by Anthony Vaccarello that are representative of the houses style and history. The value here is that the firms support global health over sales.



THE END